



David HURST

STRATEGIC MANAGEMENT IN FITNESS AND LEISURE

Work experience

1994-1996

Physical education teacher • English school system

1996-1998

Personal Trainer and PT Manager (10 full time personal trainers)
Espree Health Club, London, GB

1998-2002

Personal Trainer • Various health clubs, France

2002-2004

Personal Training Manager • Espace Vithalles, Paris

2004-2008

Personal Training Manager • Moving Melun

2008-2020

Education and Training Manager • Planet Fitness, Aix en Provence
Technical Development for + 200 education modules / year for Strength and Conditioning coaches including TRX, Vipr, Trigger Point, Resistance Training, PT session delivery (2008-2017), PT Management, Communication and service modules.
Sales - Personal Training education packages (2017-2020)

2020-Today

Independent consultant • Helping develop training systems for various health clubs, Implementing best service and client motivation, training and nutrition strategy, as well as sales for memberships and PT.
Delivering Sales modules and bespoke sales process to health clubs and trainers to make better client retention strategies.

Additional experience:

Publication : *Journal of the French National Olympic revue #33 : "Training Load for Elite Athletes".*

Training Partner, INSEP (French Olympic Judo Team 1998-2003).

Speaker and educator : Olympic Wrestling Team, French National Olympic Committee (SPORTEKI launch), Various regional centres of excellence regarding creation of employment and fitness services.

Observation and feedback : Strength and conditioning department, Provence RUGBY (professional rugby Team, Aix en Provence).

Having LIVE TRAINED Over 3500 Personal Trainers and fitness managers in live seminars over the last 17 years, My Work on motivational techniques during training, cueing and coaching with adaptations for the psychological profile of the individual client have led to improved results across the French fitness industry, while building bridges between management and coaches to create client-centric environments that convert more people to exercise.